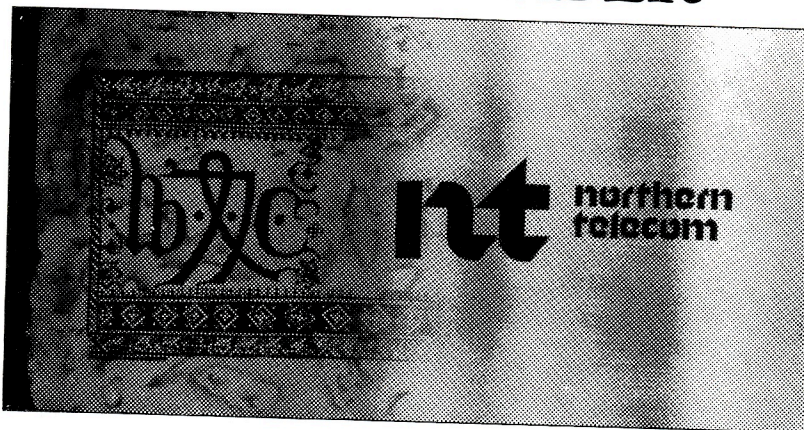


BSEE/BSIE/EET

MARK OF A LEADER



Caxton's moveable type completely changed English society.

In 1475, when William Caxton printed the first English book, he started a quiet revolution. A free flow of ideas makes constant change inevitable.

Northern Telecom started its own quiet revolution, one that's also radically changing the way ideas are communicated. We were the first company to design and produce a full line of digital switching systems, the telecommunications technology that transmits both voice and data with digital signals.

Our success convinced many skeptics that digital communications was truly the wave of the future. As private and public digital networks grow, an international web of integrated voice and data communication is gradually being created. Instantaneous access to global data banks is becoming a reality.

Today Northern Telecom is a world leader in digital switching systems, in related technologies — fiber optics, large-scale integrated circuits — and in electronic office systems.

By merging computers and telecommunications, Northern Telecom is changing the way the world communicates.

What we've accomplished so far is only the beginning. We're looking for imaginative, talented people to be a part of our growth. If you want a career that combines stability, creativity, and limitless opportunity, we'd like to talk with you.

You can make your mark in the Intelligent Universe.

See your placement office to schedule an interview with our Division Representative from Cook Electric/Chicago, on campus March 22.



For more information, send a resume or a letter to Northern Telecom Inc., Human Resources, 6201 Oakton Street, Morton Grove, IL 60053.

An equal opportunity employer m/f/h

ATLANTA, GA • CHICAGO, IL • CONCORD, NH • DALLAS, TX • MOORESTOWN, NJ • MINNEAPOLIS, MN
• NASHVILLE, TN • RALEIGH, NC • SAN DIEGO, CA • SANTA CLARA, CA • WEST PALM BEACH, FL

Computers are getting more like people all the time. They say they can do everything but think. In fact, they now have one computer that's so human, it looks forward to Friday.

* * * *

In the 1950's, a TV antennae on your roof was a status symbol. Now all it means is you can't afford cable.

- Bob Orben

The company president told his sales manager, "To quiet consumer criticism, I've decided to offer a ten-year guarantee on our product."

"But, chief," the manager protested, "our product falls apart in three years."

"I know," said the president, "but we'll print the guarantee on paper that falls apart in two years."

"Openion" from Page 2

has captured the attention of the national media and sports world. The inconspicuous six foot four inch senior Jeff Brezovar has been playing pyromaniac with NAIA basketball defenses for some time now. He's been featured in the Milwaukee Journal, Milwaukee Sentinel, Boston Globe, New York Times and USA Today magazine, while sparking attention through ESPN, CNN, and the Satellite News Channel.

Congratulations, Jeff! Without trying, you've reached the whole country through media outlets, while going right over the student body's heads. Maybe someone should start opening their eyes.

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Voice your opinion ...

One of the Ingenium's purposes is to be a vehicle of expressing opinions. It certainly helps to have a mental grip on whatever you want to write about, but any concern you have would be appreciated, in writing.

* * * * *

Music for the people ...

Have you noticed how "New Music" has dented WLPX's play list? R. J. Harris, WLPX's program director, says that the station started airing new music last September because "we saw a market for it." Unfortunately, WLPX has elected to play a few choice morsels, as they do with their usual brand of music. The new music has quickly fermented into old music. Why the hourly bombardment of "only hits", which sours as quickly as milk on a warm day? Doug Geren, WMSE's general manager, says that non-public radio stations monitor the arbitron ratings, radio's meter of success through listenership. The best way to gain listeners is to consistently play the same brand of music, of which a play list is a major part, thus giving the station a musical identity and a consistent audience. So, the next time you hear that "hit" for the third time in three hours, remember — it's just for you.

... Bye